

CITY OF  
**WOODSTOCK**



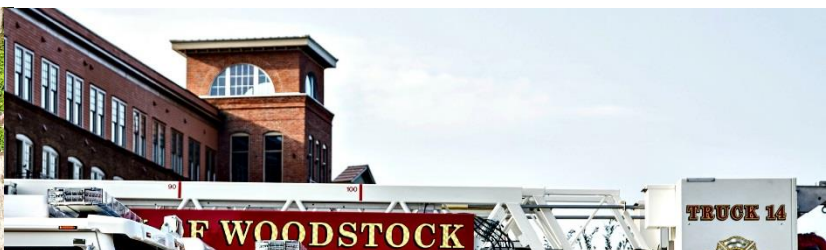
GEORGIA



# ANNUAL REPORT



# 2017



# FINANCE DEPARTMENT

## Robert Porche, CFO

Moody's upgraded the City's Bond rating from A1 to Aa3 which is considered High Grade. The upgrade to Aa3 reflects the greatly improved reserve and liquidity position following the implementation of strict expenditure controls and formal fiscal policies. The rating also reflects the city's sizable and growing tax base, moderate taxpayer concentration, above average resident wealth levels, a manageable debt burden, and low pension liability.

The City added \$772,031 to the General Fund Reserves while keeping the millage rate at 2011 levels.

GFOA awarded the City of Woodstock the Distinguished Budget Presentation Award for 2017. This is the second year in a row the City has received the award.

The City of Woodstock received another "Clean" Unmodified Opinion from our Financial Auditors for the FY 2017.

## City Clerk

### Rhonda Pezzello

City of Woodstock's City Clerk Rhonda Pezzello was named City Clerk of the Year by the Georgia Municipal Association.

Records room construction was completed. The Chambers at City Center audio/visual improvements project was completed. And, the 2<sup>nd</sup> Annual Georgia Cities Week was a success.

Council Member David Potts was selected as the Barbara G. Ingram Citizen of the Year.

Former Council Member, William G. Long passed away on November 4<sup>th</sup>.

Alice Dean Felton, owner of Dean's Store passed away on January 20<sup>th</sup>.

Election Year - Mayor, Ward 1, 3 and 5 - two new Council Members Colin Ake, Ward 3 and Brian Wolfe, Ward 5.

Council Member Bob Mueller left with 20 years of service.

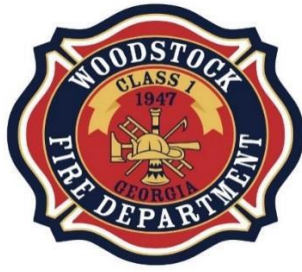
Council Member Bud Leonard left with 12 years of service.

Mayor Donnie Henriques re-elected for his 4th term.

Council Member Warren Johnson re-elected for his 2nd term.

# Fire Department

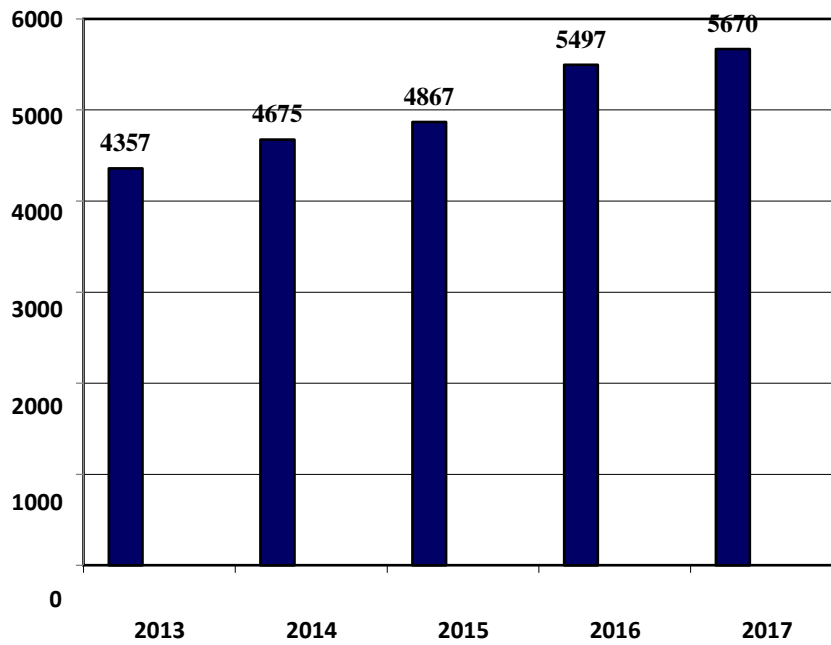
Dave Soumas, Fire Chief



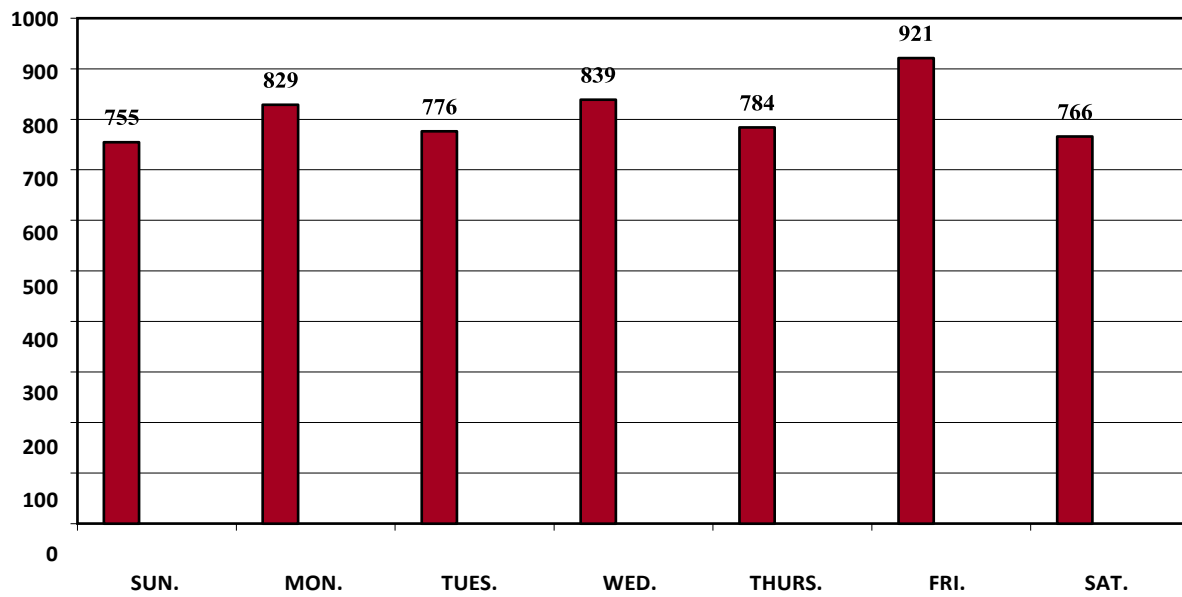
Type of Alarms	Inside City	Outside City
Structure Fires	17	32
Vehicle Fires	14	0
All Other Fires	41	38
Rescue/EMS	2384	652
Haz-Mat	93	63
Service Calls	915	252
Good Intent Calls	577	235
False Alarms/ False Calls	303	60
Totals	4338	1332



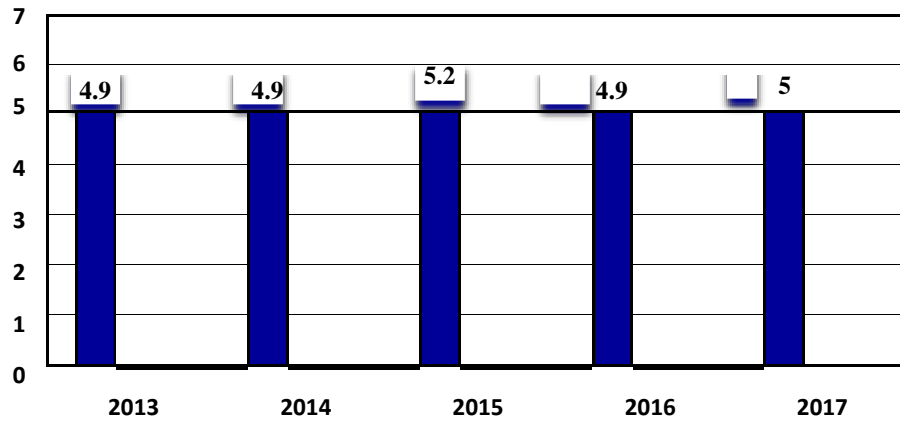
## Alarm History



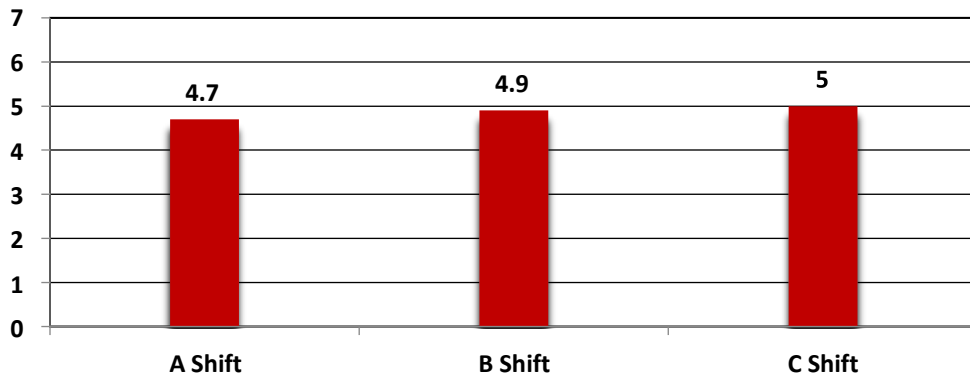
## Alarms by Day of Week



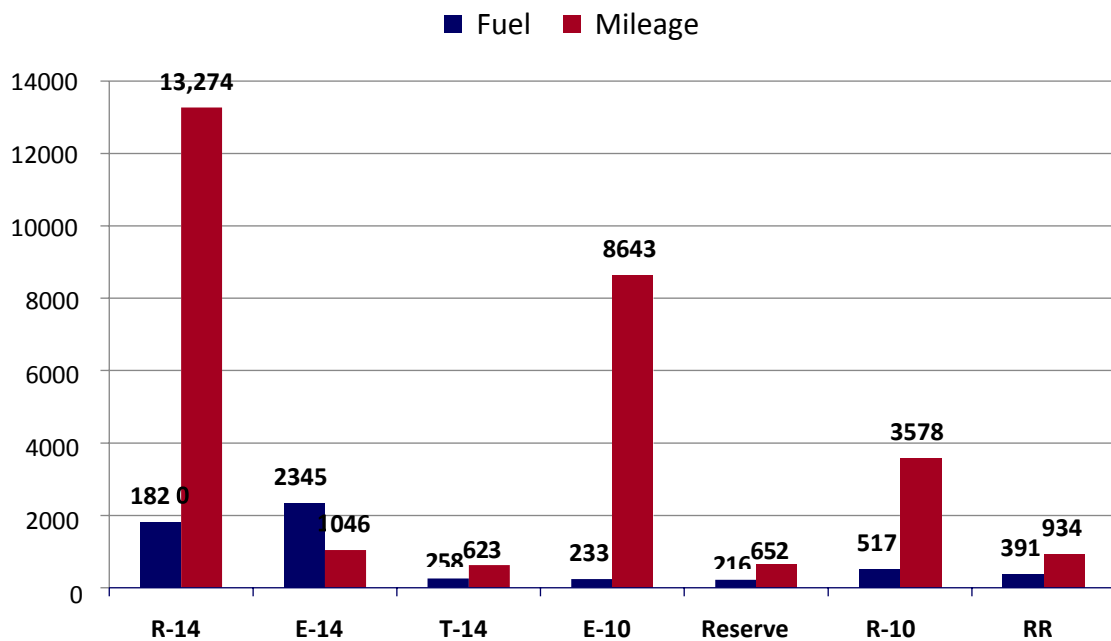
## Average Response Times



## Response Times by Shift



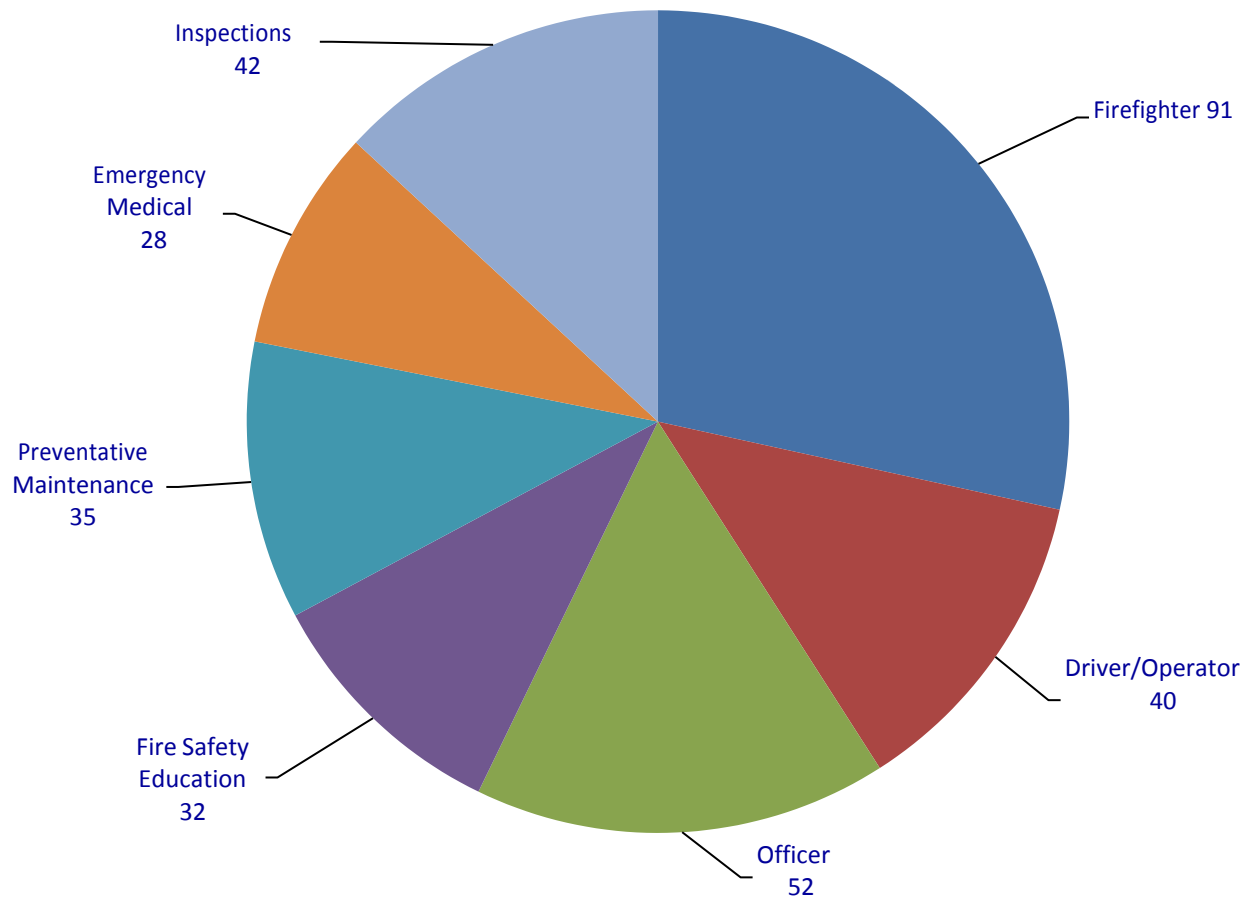
## Fuel / Mileage by Apparatus



# Annual Training Report Average

## Training Hours per Person: 320

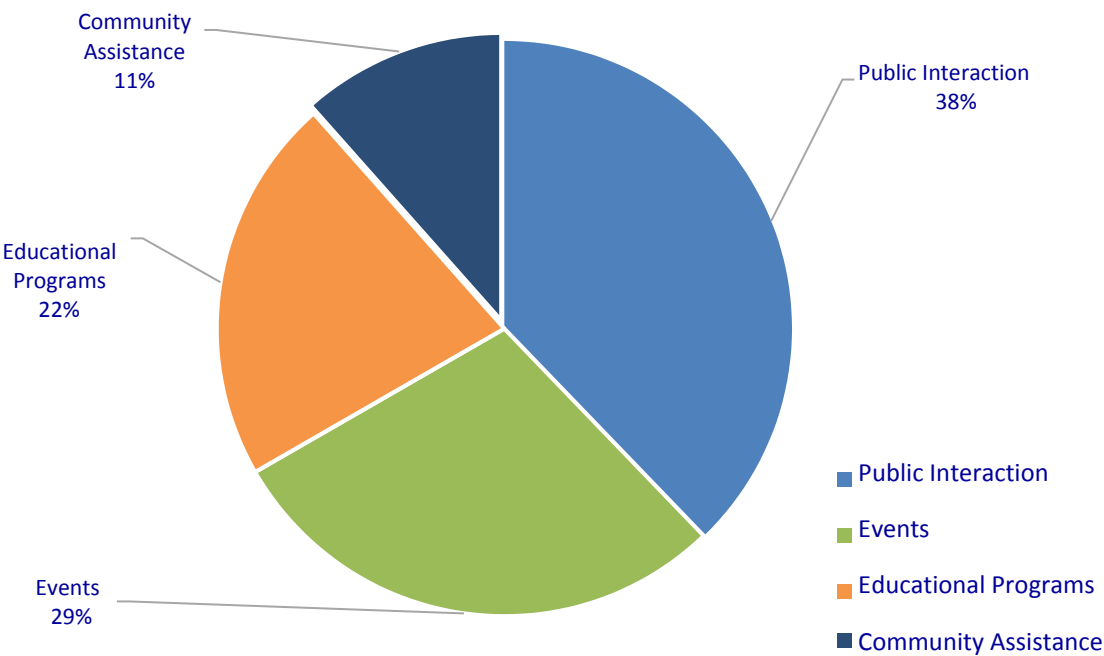
Training Hours by Topic



**Average Departmental Physical Fitness Participation: 88%**

**Departmental Goal 85 %**

**Fire Marshal Report**  
**Fire Safety Education and Community Outreach**  
**2017 Citizens Reached: 40,849** Approximate



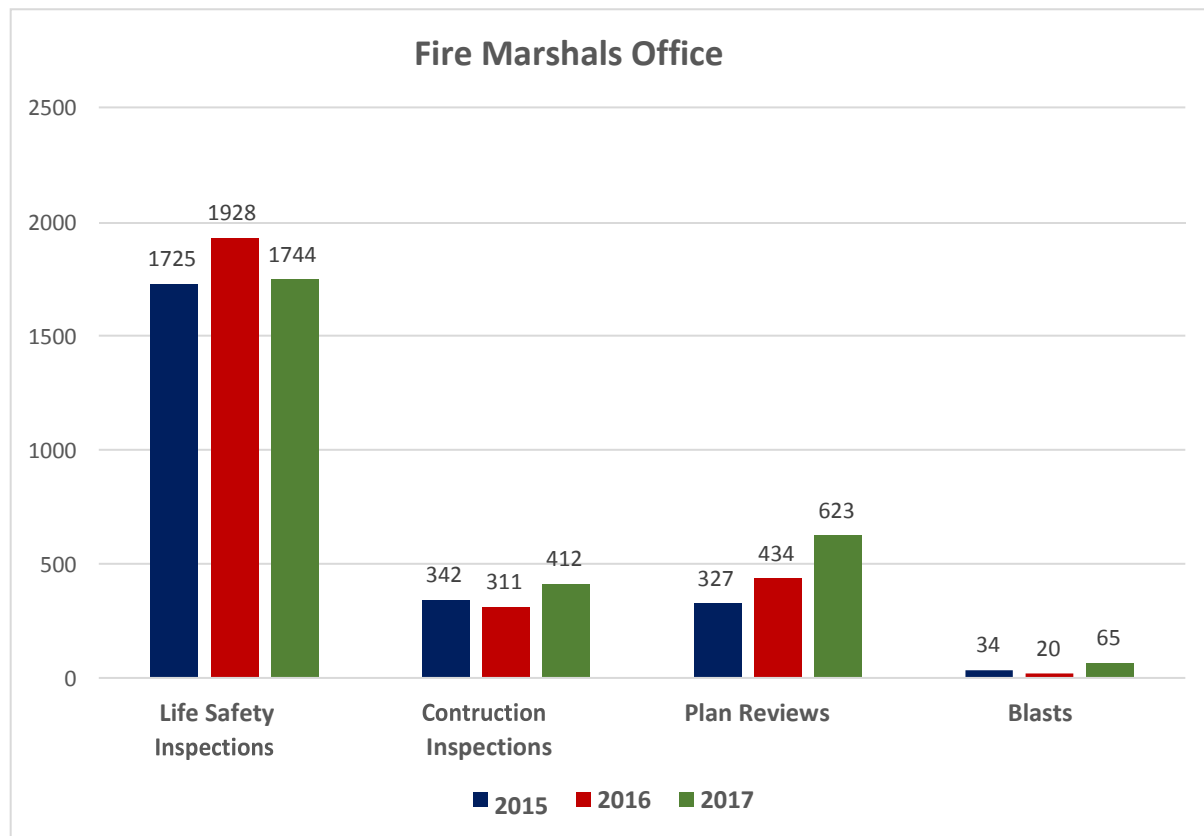
**Community Assistance: (4,714 -- Citizens Reached)** Hosted our 3<sup>rd</sup> annual fire department “Open House”, participated in other special events such as Spring Fest, Kids Fest, Touch a Trucks, National Night Out, Woodstock Public Safety Foundation Golf Tournament and Shop with a Hero. We conducted (134) weekly Car Safety Seat Inspections. Sparky visited Woodstock Elementary School, Safety Town and many other visits. Conducted fire drills at Woodstock Elementary, Colbert Square Senior Living and other local businesses frequently. Performed EMS Standbys for local 5k races, Woodstock High School Football Games and other events in the city. Provided training classes and assistance to Woodstock Nursing and Rehab for emergency preparedness responses.

**Educational Programs: (8,893 -- Citizens Reached)** Fire Safety Education taught for seniors at various locations. Conducted Smoke Alarm Blitz Events at The Cottages of Woodstock Senior Community. Held spring and fall Citizens Public Safety Academy’s in partnership with Woodstock Police Department, presented fire extinguisher classes and safety in the workplace for local businesses and taught the State Fire Marshall’s Office 5 hour Caregiver Class for Merrill Gardens. Will reach all grades at Woodstock Elementary School with fire safety presentations this year. Assisted with Safety Town at Bascomb Elementary School, 4<sup>th</sup> Grade Program taught at Woodstock Elementary school, hosted field trips to Cherokee County Fire Training Center for Woodstock High School, several station tours for Special Needs groups from local schools. Conducted visits to many local daycares and performed Fire Safety demonstrations. Presented fire department presentation for Career Day at Dean Rusk, ET Booth, Woodstock and Freedom Middle Schools.

**Events: (11,800 -- Citizens Reached)** Participated in Cherokee County’s Touch a Truck event, 3<sup>rd</sup> Grade walking tour, various station tours for all ages, Safety Day Event at Kohl’s, and participated with The Home Depot workshops. Contributed to Fall Festival’s at local neighborhoods, participated in annual city events, parades, and participated in The National Walk to School day with Woodstock Elementary.

**Public Interaction: (15,442 -- Citizens Reached)** Spoke to local clubs and citizen groups about fire safety and injury prevention, attended American Legion Flag Burning Ceremony, assisted with local high schools home coming parades, contributed to serving senior luncheons. Hosted

the Woodstock Buzz at our fire station, Woodstock Elementary School Chorus Tour at Station 14. Held a car seat safety check point at Station 14 with the help of Cherokee Safe Kids.



\*\* Maintained, tested and painted 1,770 Fire hydrants

# Parks and Recreation

**Preston Pooser, Director**

On behalf of the dedicated staff of the Woodstock Parks and Recreation Department, I am pleased to present the 2017 Annual Report. The Woodstock Parks and Recreation Department had an historic year in 2017. The year brought new facilities online and featured multiple park and trail improvements. Our programs and special events saw steady growth throughout the year.

## **Park Improvements**

Several parks in Woodstock saw significant capital projects and improvements. In the spring of 2017, City of Woodstock Parks and Recreation and Public Works Department staff constructed a 400-foot-long lighted boardwalk over the lake at *Dupree Park*. The project includes a 30-foot-long floating fishing pier. Staff installed underwater fish cover/structures and the lake was stocked with over 4,000 fish. Fish species stocked included: large-mouth bass, catfish, bluegill and trout.

The *Park at City Center* had all new LED park lighting installed. The lights are similar in style to those already in Downtown Woodstock.

In 2017 the city was presented with the opportunity to assemble several parcels of land for the development of a new park for the residents of Woodstock. In March 2017, the City was able to purchase 6 acres of land off of Trickum Road. Later in the year, in October, the City ratified the purchase of an additional 24.42 acres of land adjacent to those six acres. Another 36.32 acres adjacent to these properties was donated to the Greenprints Alliance. These tracts of land connect directly to the City's Woodlands Park Property which is just over 40 acres. The entire property combined is 106 acres and will ultimately provide residents with multiple new recreation and park opportunities.

On December, 4, 2017 the Woodstock Parks and Recreation Department hosted a Community Input Meeting to gather information from residents on what they would like to see included in the new park. In 2018 the City will use the information gathered from our residents and start the initial design phase of the new park.

## **Towne Lake Pass Trail**

Construction of the *Towne Lake Pass Trail* was completed in 2017. The two-mile-long trail provides a connection from Downtown Woodstock to just north of Woodstock High School on Town Lake Hills South Road. The trail ties into the Noonday Creek Trail at the Woodstock Park Trail Head. Plans for the Towne Lake Pass Trail were completed in 2016. The City of Woodstock and Cherokee County issued a joint resolution dedicating the Towne Lake Pass Trail in Loving Memory of Council Member Mary Tessa Basford. The Joint City/County Resolutions states "Council Member Basford was very instrumental in the support and implementation of the

Greenprints Plan. Her leadership, love for family, community and those she so graciously served in a legacy too inspirational not to be immortalized”.

### **Rubes Creek Trail Extension**

The Rubes Creek Trail Extension was completed in the spring. The ¼ mile extension connects the trail to Arnold Mill Road and the William G. Long Senior Center.

### **Northside Hospital-Cherokee Amphitheater**

The Northside Hospital-Cherokee Amphitheater had its first full year of operation during 2017. The facility is the “Flagship” of the Woodstock Parks and Recreation Department and has become a centerpiece in Downtown Woodstock.

The Amphitheater hosted 27 events in 2017 with over 95,000 estimated attendees. Events in 2017 included: The Woodstock Summer Concert Series, Woodstock Easter Celebration, Broadway Under the Stars, Carriage Kia Welcome Concert, Astra Company Picnic, City Fest 2017, Cadence Fair, Zombie Fest, Road Warrior Reception, Taste and Sound of Woodstock, Regional Visitor Center Conference, Springfest, Dark in the Park Eclipse Party, AMPED in the Park Fitness Series, and three (3) Movies in the Park events.

Several of these events have already been scheduled to be hosted again in the NHC Amphitheater in 2018. With a full slate of City of Woodstock Special Events already scheduled for 2018, we are looking forward to an outstanding upcoming year.

### **Special Events**

The Special Events Division had a very successful event season in 2017. On Friday, February 17<sup>th</sup> to celebrate Arbor Day, The City of Woodstock gave away 800 tree seedlings for residents to plant at their homes. Each seedling came with a tree care guide.

The City’s annual *Greenstock Day* was held on Saturday April 22, 2017. The annual event features city wide yard sales and recycling event. The city-wide yard sale had 30 registered garage sales throughout Woodstock, 10 of which were community sales. The annual recycling event collected over 18,000 lbs. of electronics, 925 lbs. of batteries, 9,000 lbs. of paper was shredded, and over 3 tons of other recyclables were collected. Over 569 cars came through making this our biggest recycle event since we started in 2008!

The 2017 Movies in the Park, sponsored by Northside Hospital-Cherokee, included *Rogue One: A Star Wars Story* on June 16, Disney’s *Moana* on July 21, and Disney’s *Beauty and the Beast* on August 25. An estimated 1,500 people attended each show.

The City hosted its first full Summer Concert Series at the new Northside Hospital-Cherokee Amphitheater in 2017. The *Woodstock Summer Concert Series* celebrated its 20<sup>th</sup> year in 2017. Bands included The Charlie Daniels Band and Across the Wide on May 12<sup>th</sup>, Robert Randolph and the Family Band and AJ Ghent on June 10<sup>th</sup>, Drivin N Cryin with the Steppin Stones on July 8<sup>th</sup>,

Gump Fiction with Mad Life contest winner Jonathan Peyton on August 12<sup>th</sup> and finally Runaway June and The Whiskey Gentry on September 9<sup>th</sup>.

Attendance for the Summer Concert Series was estimated at over 50,000 attendees for 2017. Revenues for the 2017 Summer Concert Series included: \$136,000 in Sponsorship Income, \$15,379.75 in concession stand commissions, and \$1,214 in concert t-shirt sales.

The City of Woodstock Memorial Day Ceremony was held on Monday May 29. Over 500 attendees came to the Park at The City Center to pay their respects to those that have given the ultimate sacrifice for our country.

The City's Annual July 4<sup>th</sup> Spectacular Parade, Festival and Fireworks were very successful. An estimated 6,000 people came in to Downtown Woodstock to watch the parade and attend the festival in The Park at City Center. The annual 5K Freedom Run had over 700 runners in this year's event. Our annual Fireworks display brought an estimated 30,000 to the highway 92 and 575 corridor to watch the display.

To celebrate and witness the August 21, 2017, Total Solar Eclipse, we hosted a Dark in the Park Eclipse Party with over 4,000 people in attendance. We handed out 250 eclipse glasses, moon pies, and Sunny D's! We were completely surprised by the turnout!

The 2017 September Brown Bag Concert Series featured a free lunchtime concert on each Thursday at The Park at City Center. This year's concert featured, Dusty's Ragtime & Novelties on September 7<sup>th</sup>, Douglas Cameron on the 14<sup>th</sup>, Ryan Boss on the 21<sup>st</sup>, and crowd favorite, John Amoroso on September 28<sup>th</sup>. We had great weather for each concert and had more than 200 attendees at each performance.

Unfortunately, the weather forced us to cancel the annual 9/11 Day of Remembrance. A moment of silence was offered at the City Council meeting that evening.

Our annual *KidsFest* was held on Tuesday, October 31. This year's event featured Halloween trick or treat activities for our younger ghouls and goblins, including moonwalks, DJ Ronnie, Tim the Magician, Adam the Juggler, games, the ever-popular stringed apple and pumpkin bowling games, face painting, costume contest, and candy give-away. This event is held on Halloween as a safe alternative to trick-or-treating.

The annual Woodstock Elementary School Downtown Walking Tour was held on November 2<sup>nd</sup>. Over 300 third graders made their way to The Park at City Center, The Chambers at City Center and the Deans Store to learn about the history of the City of Woodstock and the services it provides. The highlight of their trip is a question and answer session with Mayor Henriques.

On Saturday November 11, the City hosted its annual Veteran's Day Ceremony in The Park at City Center. This celebration honors America's veterans for their patriotism, love of country, willingness to serve, and sacrifice for the common good. The Marine Corps League Detachment #1311 in Woodstock, the American Legion Post 316, and the Warriors' Watch Riders, helped us

celebrate our veterans who have given us our liberty and freedom. The event featured a Candlelight ceremony and music.

A new event was added to the calendar this year. The *Tis the Season to be Green Recycle Event* took place on Saturday, November 18<sup>th</sup>. To help celebrate National Recycling Week, we offered document shredding and recycled electronics, batteries, textiles, cell phones, light bulbs, glasses, magazines and newspapers. Total weights have not yet been turned in to us. We had over 297 cars come through and we expect this number to climb next year.

The Christmas Jubilee Parade of Lights and Festival were held on Saturday December 2<sup>nd</sup>. This year's event featured our brand new 26' Christmas Tree to The Park at City Center. Thanks' to Main Street Woodstock for purchasing this well received addition to the park. The event brought an estimated 10,000 people into Downtown Woodstock to kick off the holiday season. With temperatures in the upper 50's, many people stayed downtown after the parade to enjoy the festival. We recycled 405 Christmas Trees in 2016-2017.

Santa's Mailbox was available from December 1 – 17, 2017 for parents and children to drop off their letters to Santa. This year more than 325 children mailed letters to Santa.

The Chambers at City Center hosted more than 17 Public Input Meetings, 12 HOA Meetings, and three Chamber of Commerce breakfasts. Through the year many more meetings and training sessions were held there by City of Woodstock Departments, the DDA, Planning Commission, Cherokee County Schools, and Elm Street Theater.

Estimated attendance at Woodstock Parks and Recreation Department special events during 2017 topped 100,000 attendees. Combined with Non-City of Woodstock Events that were hosted at the NHC Amphitheater, we conservatively estimate that over 200,000 people were brought into Downtown Woodstock to attend our events in 2017.

Our staff is currently planning and preparing the 2018 special event season and we are expecting another banner year from the Special Events Division.

### **The William G. Long Senior Center**

The William G. Long Senior Center had a productive and exciting year. There are currently 630 registered members at the Senior Center with 177 new members joining in 2017. The Center had an average of 48 daily participants utilizing the Center with just over 12,000 annual visits.

Senior Center members enjoyed multiple trips and tours during the year including: hiking trips, Atlanta Braves games, white water rafting, zip lining, the Atlanta Botanical Gardens, the Rock Ranch, *Phantom of the Opera* at the Fox Theater, The Southern Railway Museum, a cruise on the *Southern Belle* Tennessee River Boat and many more.

Additionally, The Center had 97 members take three extended day trips in 2017. Trips included a week-long train trips to New Orleans, once in the spring and again in the fall and a trip to Cincinnati to tour the *Ark Encounter and Museum*.

The Center offered 19 special events hosted on-site in addition to our regularly scheduled daily programming. Event highlights included: a Valentine's Day Party, our annual Senior Picnic, Mothers and Father's Day luncheons, billiards and Wii bowling events for the annual Cherokee County Senior Olympics, and multiple movie and ice cream socials.

Multiple special interest classes were offered at the Center in 2017. Classes included many informational topics featuring: wills and probates, foot care, hearing screening, flex and stretch classes, beginning Mahjongg, beginning and intermediate bridge, and Medicare 101.

Construction of a 2,400-square-foot Multi-Purpose Room / addition to the Senior Center started in the spring of 2017. The addition was completed at the end of December. The new addition will provide much needed space for the expansion of our senior programs.

As we close out 2017, we would like to thank all of our volunteers and program sponsors. The investment of your time and financial contributions helped us provide recreational opportunities and special events to over 100,000 event attendees last year. We truly appreciate your support and look forward to a momentous 2018.



# Office of Public Information

**Brittany Page, Public Information Officer**

## **Branding:**

2017 was a historical year relative to branding identity as the City's seal and tagline was re-created.

Last updated in 1987, the former City seal displayed the Train Depot, located in downtown Woodstock, surrounded by simple trees and train tracks.

30 years later, the Train Depot continues to play a prominent role on our City seal while adding the City's progression to the skyline along with green trees symbolizing Woodstock's parks, trails, and commitment to sustainability.

With the former tagline of *Experience Woodstock. Her Heritage. Her Vision*, City of Woodstock officials have now adopted *Our Story Crafted By Your Dreams* to better represent our commitment to our community.

For the first time, a City logo and icon have also been adopted as well as official City colors.

The updated identity of Woodstock represents our continued progressive growth as a leading City dedicated to serving with professionalism.

## **Website re-design:**

Following the launch of the City's new brand identity, the City's official website saw a re-design. Long overdue, the City's official website is now mobile friendly.

## **Internal Communication:**

Information dissemination amongst City employees was streamlined in 2017 with a Weekly Newsletter sent out via e-mail to City employees. The purpose of this Weekly Newsletter is to let employees know what is going on in the City; both internally and externally.

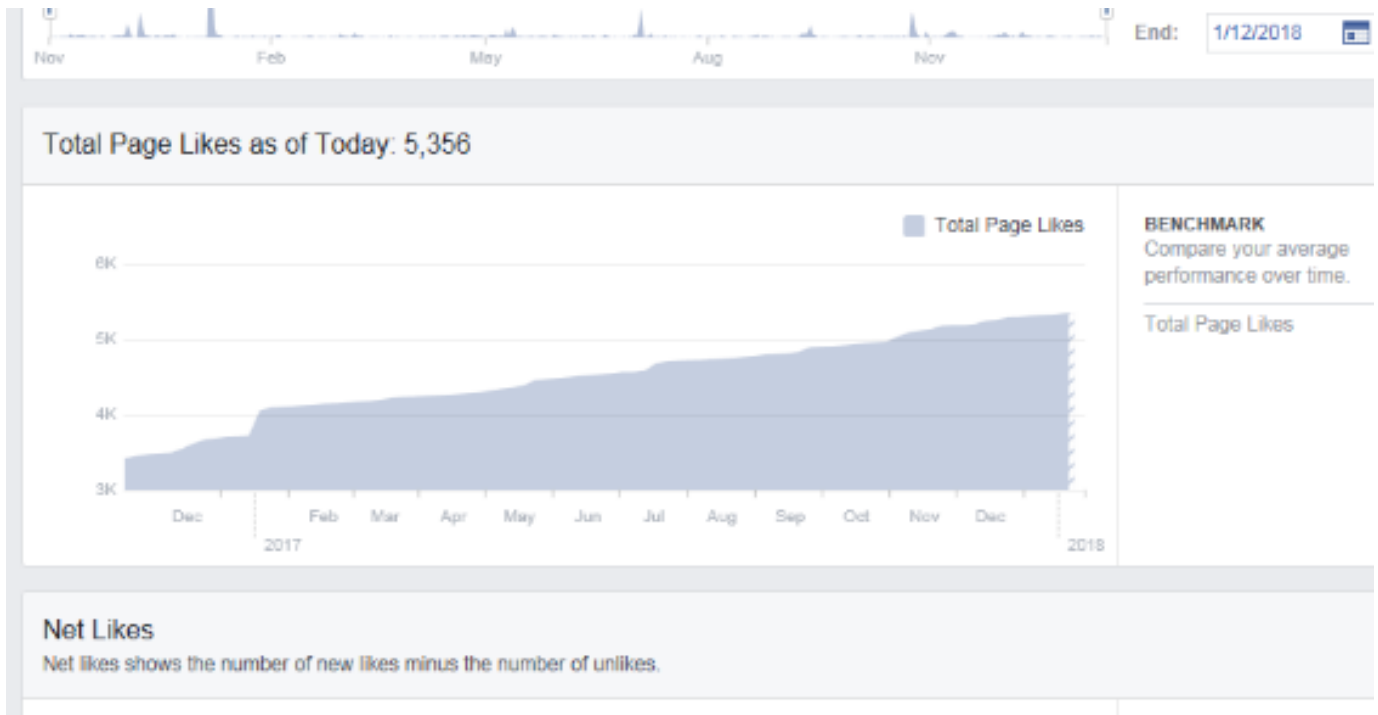
## **Social Media:**

*Instagram:* In 2017, the City of Woodstock established an Instagram page. @woodstock\_ga has 547 followers.

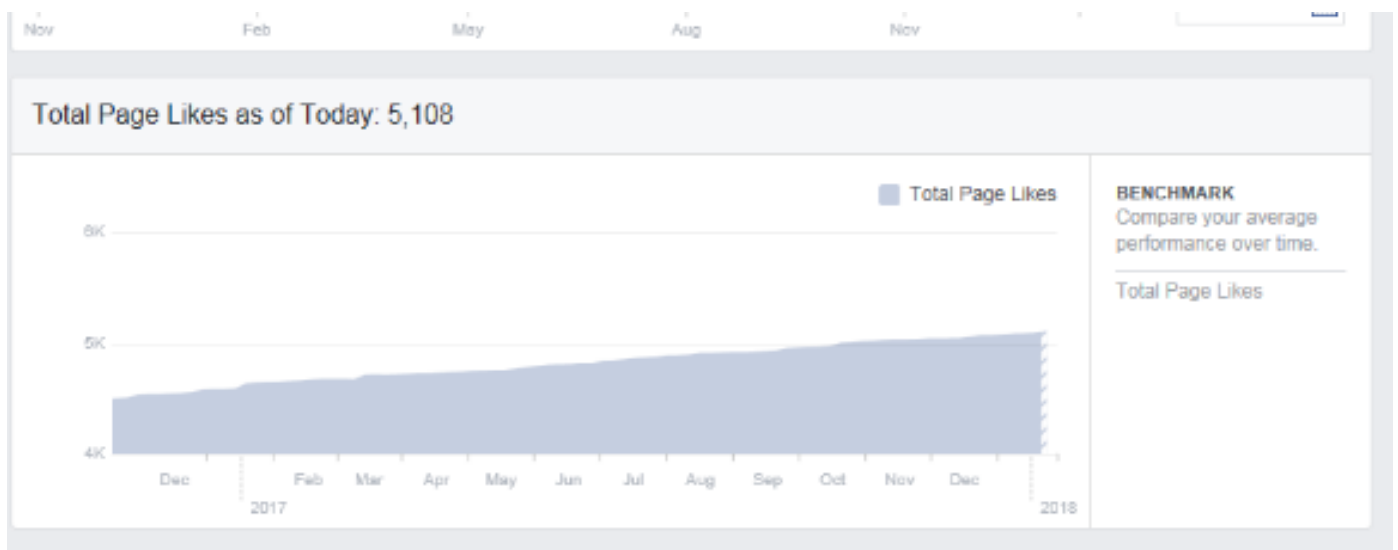
*YouTube:* In 2017, the City of Woodstock established a YouTube page allowing for the ease of sharing videos to the media and public.

Facebook:

**The City of Woodstock:** November 2016 (3,429 Likes) – January 2018 (5,345 Likes)



**Woodstock Fire Department:** November 2016 (4,503 Likes) – January 2018 (5,108 Likes)



**Woodstock Police Department:** November 2016 (12,283 Likes) – January 2018 (16,082 Likes)



**Woodstock Parks and Recreation:** November 2016 (4,742 Likes) – January 2018 (5,891 Likes)



**Twitter:**

Police: 8,166

Fire: 1,853

**City News and Notifications:** Current/Active Subscribers: 1, 056

# Community Development

## Brantley Day, Director

### I. Building.

- 1.) **Construction Value.** The City of Woodstock Community Development Department permitted a wide array of residential and commercial projects in 2017 with an aggregate valuation approaching \$113 million (\$112,701,601). Over \$500 million (\$506,483,053) of residential and commercial construction has occurred over the past three years in the City of Woodstock.
- 2.) **Commercial Construction Value.** New commercial construction valued at over \$24 million was permitted in 2017. Notables projects include:
  - a.) Krispy Kreme, the first and only in Cherokee County; additionally, the project razed a vacant gas station, redeveloping the underlying property into an extremely productive site, with connectivity through neighboring Ruby Tuesday, to the traffic signal on Highway 92 across from Parkway 575;
  - b.) Rootstock & Vine, a new wine and bourbon bar in the heart of Downtown Woodstock, in the renovated old Woodstock Post Office on the corner of Main and Towne Lake Parkway;
  - c.) Regal Cherokee 16 Cinemas Renovation, valued at \$2.3 million;
  - d.) U-Haul Addition, valued at \$4.6 million, a multi-story storage building;
  - e.) Maple Street Biscuit Company, located on Towne Lake Parkway. Based in Jacksonville, Florida, the company was founded in 2012. Since then, they have opened more stores in Florida as well as Georgia, Tennessee, and South Carolina. Woodstock and Duluth are their first locations in Georgia, with one in Downtown Savannah slated to open soon.
- 3.) **Impact Fees.** The City collected \$422,465.00 in impact fees during 2017.
- 4.) **SFR Permits.** Single family residential construction remained strong during 2017, with 282 permits issued, down from 2016 by just 18%, but still the median number of single family residential permits issued since 2011.
- 5.) **Building Inspections.** Building inspections performed in 2017: 9,002

### II. Development Services.

- 1.) **Business Licenses.** New businesses licensed in 2017: 469, of which 24% were home occupations.
- 2.) **Permits.** Total permits issued in 2017: 3,205.

### III. Planning & Zoning

- 1.) **Award.** Designated as a Live Work Play City by the Georgia Municipal Association.
- 2.) **PlanFirst Community Recertification.** The City of Woodstock was recertified by the Georgia Department of Community Affairs as a PlanFirst Community, a program which recognizes communities that, “clearly demonstrate an established pattern of successfully implementing their Local Comprehensive Plan.”
- 3.) **Local Administered Project (LAP) Certification.** The City of Woodstock received LAP certification from the Georgia Department of Transportation (GDOT), enabling the City to manage federally funded transportation projects. This certification positively positions the City to compete for and receive federal funding for transportation projects. In fact, the Noonday Creek Trail Extension Project is the City’s first LAP project.
- 4.) **Noonday Creek Trail Extension.** Awarded \$2.5 million of TIP grant funding to extend the Noonday Creek Trail from the City of Woodstock into Cobb County, a \$3.1 million project. Through this grant, the City received funding for construction as well as design, right-of-way acquisition, and utility relocation. This extension is two miles, beginning where the trail ends today on Highway 92 and terminating at the Noonday Park on Shallowford Road. The City is delivering this project to construction, in partnership with Cobb and Cherokee counties.
- 5.) **AICP Certification.** Katie O’Connor achieved a very high score on the AICP examination, which illustrates her impressive professional experience, vast knowledge of planning, and intensive preparation. AICP Certification is an outstanding professional achievement, recognized nationally as the preeminent credential in the planning profession. Attaining the AICP Credential first requires years of professional experience, in addition to testing and passage of a rigorous comprehensive examination. An AICP Planner has the academic qualifications, relevant work experience, and mastery of essential skills required to serve communities effectively and is committed to uphold high standards of practice, ethics, professional conduct, and refines skills with continuing education.



# Economic Development & DDA

**Brian Stockton, Director**

The economic development department, in partnership with Chatt Tech and COED launched the Fresh Start Cherokee program in the Circuit. This program has gained 22 entrepreneurs as members representing 13 companies and engaged over 1000 people through monthly events.

In late 2017, we began the process of completing the city's first economic development plan to be adopted as a component of the 2018 Comprehensive Plan.

Downtown Woodstock and our partners hosted over 225 events with attendance exceeding 139,000.

There were more than 60,000 volunteer hours logged through our programs and partners.

The total amount of public/private investment in Downtown Woodstock in 2017 was over 47 million dollars.

Through an ARC grant and partnership with the Convention and Visitors Bureau, work began on the new Downtown Mural.

Main Street took over Taste and Sound of Woodstock and welcomed over 15 participants showcasing the culinary options of Woodstock.

Main Street received its 2017 Main Street America Accredited Program Certification.

Main Street investors, board members, city officials and city employees visited Asheville, NC to get ideas to engage and increase economic growth for Downtown Woodstock.

Pie Day at the Woodstock Farm Fresh Market received the Historic High Country Award for Association Excellence for Best Event with Attendance of 1,000 or less.

The Woodstock Visitors Center welcomed 15,711 visitors in 2017, a new yearly record for the center, besting the previous record by 1,314. Visitors from 41 states and 13 countries signed the guest book the center in 2017.

The 2017 Woodstock Scarecrow Invasion featured over 150 scarecrows and raised around \$7500 for re-investment in design programs in downtown.

The Downtown Development Authority finalized the purchase of Dean's Store which ensures the building will be the permanent home to the Woodstock Visitors Center. Renovations have recently started and is anticipated to relaunch next month.

Main Street used design committee funds to purchase new 26 ft tall City Christmas tree, which will be displayed each season in the Park at City Center

Woodstock hosted the 2017 Georgia RVIC conference which welcomed 100 plus tourism professionals from around Georgia to Woodstock for the three-day conference and generated an economic impact of over \$30,000 in Woodstock

Woodstock hosted the Georgia Planning Association Spring Conference, a one day conference welcoming around 150 professional planners from across the state.

Woodstock Visitors Center welcomed over 300 evacuees during Hurricane Irma and assisted the State with hotel availability and planning.

The CVB launched a mobile visitors center to welcome and inform visitors at locations around town and invite others to visit at regional events. The trailer which is wrapped in the Destination Woodstock brand travelled to the state visitors centers in Augusta, Ringgold, and West Point as well as a Georgia On My Mind sponsored event in Birmingham, Alabama. Concert goers and outdoor enthusiasts enjoyed the interior displays and information available at the Summer Concert Series and along the bank of Little River at Rope Mill Park.

The CVB launched [www.visitwoodstockga.com](http://www.visitwoodstockga.com) as a one stop source for information going on in the city and showcasing local destination and businesses.

## GIS

### Katy Leggett, Supervisor

- Created over **300 maps** (for internal & external use)
  - Greenprints System Update & Adoption
  - Bi-annual Official Zoning Map
  - Parks and Recreation Trickum Park Public Input
  - Police Emergency Response Plan for Amphitheater Events
  - Fire Station Location Analyses
    - This statistical analysis is performed using a proposed location of a new fire station and then we are able to provide how that new location will influence the FD current response time.
    - **This analysis was completed 5 separate times in 2017, for different locations.**
- Created **over 20 new web apps** (for internal & external use)
  - Future Transportation Projects Viewer [www.bitly.com/woodstocktransportation](http://www.bitly.com/woodstocktransportation)
  - Trail Spotlight: Rubes Creek Trail [www.bitly.com/rubescreek](http://www.bitly.com/rubescreek)
  - Trickum Road Park Public Input Viewer [www.bitly.com/trickumpark](http://www.bitly.com/trickumpark)
  - City Annexation Viewer (for Mayor & Council) [www.bitly.com/annexations](http://www.bitly.com/annexations)
  - Street Owners [www.bitly.com/streetowners](http://www.bitly.com/streetowners)
  - CITY CLERK: 2017 Registered Voter Viewer

- PUBLIC WORKS: 4 data Inventory web apps for Water Mains, Water Valves, Sewer Mains, Grease Traps
- FINANCE: 2017 Tax Digest & TAD Comparison
- Completed **over 150 hours** of specialized GIS and leadership training
- Departments with the most GIS utilization
  - Public Works (consists of over 25% of our total projects)
  - Parks and Recreation
  - Community Development
  - Every city department had at least 3 GIS-related deliverables in 2017
- Department Overview
  - 2- employee full time team, with 1-2 part-time interns a year
  - GISP-certified GIS Manager

## Human Resources

### Mindy Nobis, Manager

#### 2017 Longevity Payments to Employees

110 employees totaling \$87,000\*

- 1 payment related to 2016\* or,
- 109 employees totaling \$86,000 = 2017 actual longevity year

#### Compensation Plan Updated in July 2017

- All salaries were reviewed to align with new salary schedule prior to COLA
- Police Officer starting salaries increased (2 Step increase)

#### Turnover Review (trending downward)

**2016** 41 total including interns/ or 33 non-seasonal

**2017** 33 total including interns/or 27 non-seasonal

- 5 Employee Retirements

#### **Roll-out of On-Site Health Clinic in partnership with Targetcare/Wellness Program**



# Police Department

Calvin W. Moss, Police Chief

## WOODSTOCK POLICE DEPARTMENT

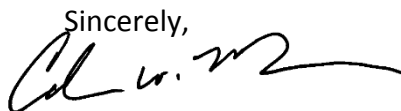
### 2017 OPERATING HIGHLIGHTS

It gives me great pleasure to present the Woodstock Police Department (WPD) 2017 Operating Highlights. This report outlines some of the notable accomplishments from throughout the year that were made possible through the hard work, dedication, and teamwork of the women and men of WPD. Each member of the team – whether civilian, sworn, or volunteer – is an integral part of the WPD family and contributes greatly to public safety in Woodstock.

The achievements highlighted in this report would also not be possible without the contributions of residents, visitors, and stakeholders of our great City. It is with their valuable help and collaboration – along with the continued support of the Mayor and City Council – that we can continue improving the quality of life in Woodstock.

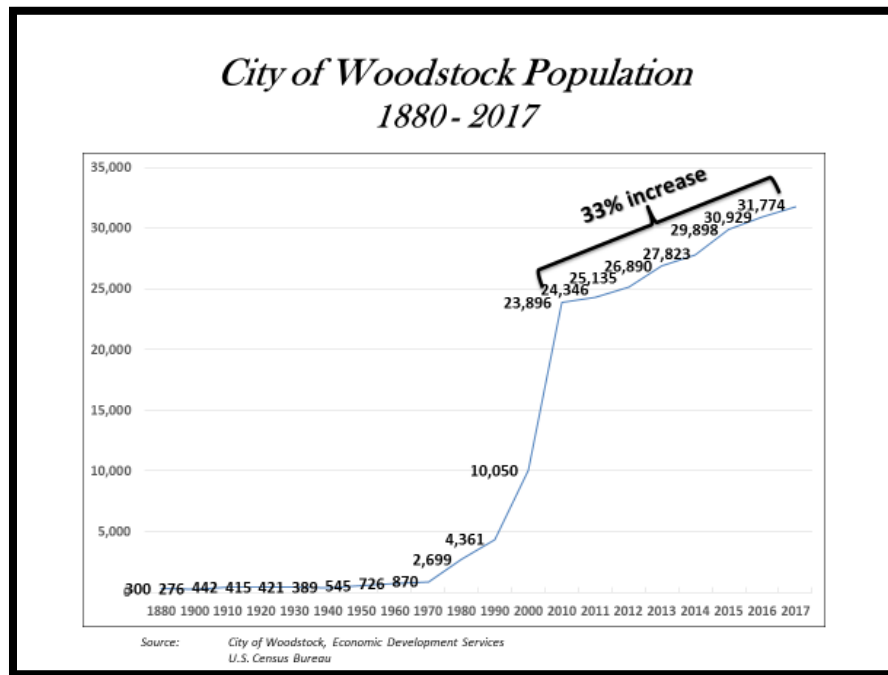
The department responded to more than 32,000 calls for service in 2017 and surpassed the crime clearance rate, both nationally and in comparably sized cities. Throughout the year, WPD continued its implementation of technological solutions while promoting improved efficiency and increased community involvement. The department also received the highly coveted designation as being nationally accredited by the Commission for Accreditation of Law Enforcement Agencies (CALEA) in 2017, placing WPD among a small number of Georgia law enforcement agencies that are both state certified and nationally accredited.

I invite you to learn more about your Woodstock Police Department in the pages that follow and to explore some of our accomplishments of 2017. I also encourage you to stay informed about our community via our webpage and social media platforms, including Facebook, Twitter, CodeRed, and Nation of Neighbors. The women and men of WPD remain committed to providing best-in-class service and look forward to Woodstock's continued growth and development.

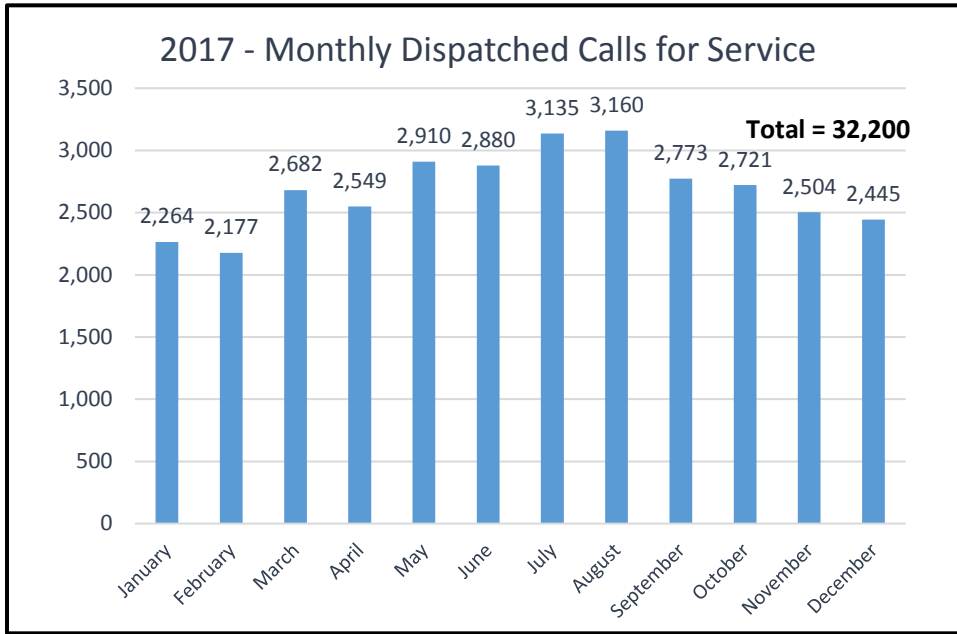
Sincerely,  


- **Crime, Prevention and Calls for Service**

According to the U.S. Census Bureau, the City of Woodstock continues to grow and at an extraordinary rate. The most recent estimate indicates that the City's population grew by 33% between 2010 (23,904) and 2017 (31,774).



The Woodstock Police Department responded to 32,200 dispatched calls for service during 2017 with an average response time of 2:44 for Priority I calls. A monthly breakdown of 911 calls is provided below.



Source: Cherokee County 911 Center

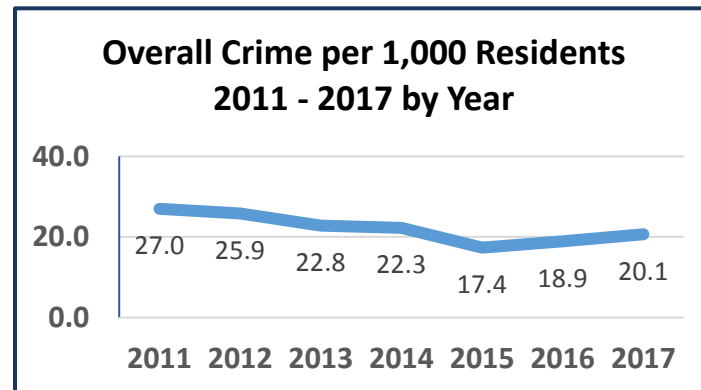
### City of Woodstock Part I Crime Comparison

OFFENSES	2017	2016	% Change	2015	% Change	2014	% Change	2013	% Change
Murder/Manslaughter	1	1	0%	1	0%	100%	0%	0	-
Rape	2	4	-50%	4	-50%	5	-60%	2	0%
Robbery	7	5	40%	4	75%	6	17%	6	17%
Aggravated Assault	28	19	47%	16	75%	18	56%	12	133%
Burglary	50	58	-14%	49	2%	51	-2%	47	6%
Larceny	530	485	9%	430	23%	530	0%	535	-1%
Auto Theft	21	13	62%	15	40%	10	110%	12	75%
<b>TOTAL OFFENSES</b>	<b>639</b>	<b>585</b>	<b>9%</b>	<b>519</b>	<b>23%</b>	<b>620</b>	<b>3%</b>	<b>614</b>	<b>4%</b>

Source: Uniform Crime Reports

In 2017, there were 639 Part I crimes reported, resulting in an increase of 9 percent or 54 over 2016. The increase largely resulted from the 8% rise in property crimes (burglary, larceny, and auto theft). There were 45 more property crimes reported in 2017 than in 2016.

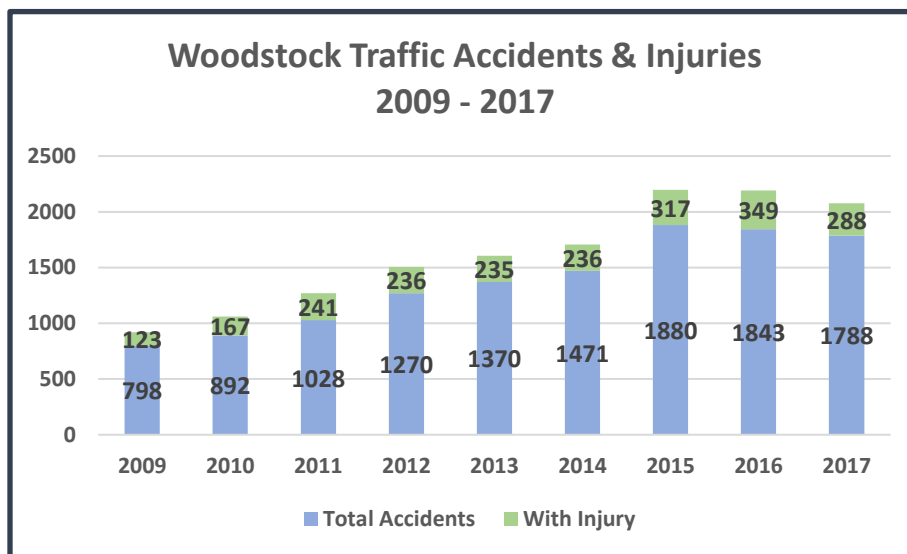
Year over year, Woodstock has generally experienced less crime since 2011, especially when accounting for the City's continued population increase. The 2017 violent crime rate per 1,000 residents was 1.2 while property crime occurred at a rate of 18.6 per 1,000. The average for these rates in Georgia is 18.5 and 43, respectively. The overall crime rate for Woodstock in 2017 was less than one-third the rate for the rest of Georgia – 20.1 vs. 61.6 reported crimes per 1,000 residents.



	2011	2012	2013	2014	2015	2016	2017
<b>Crimes</b>	657	650	614	620	519	585	639
<b>Population</b>	24,346	25,135	26,890	27,823	29,898	30,929	31,774

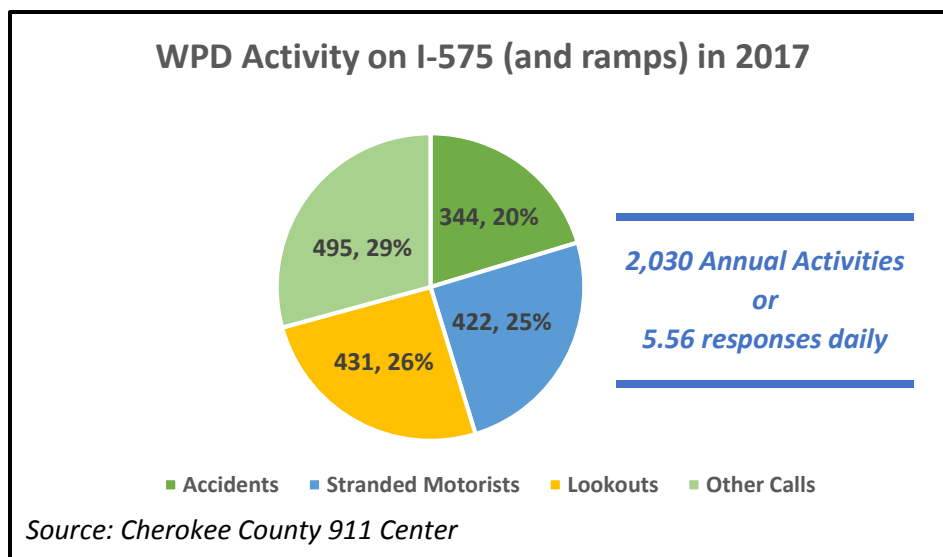
Throughout the year, Woodstock Police officers made 1,536 arrests, an increase of 4% from 2016 (1,480). Of the 1,536 arrests, 357 involved one or more drug related charges. The department issued 7,535 traffic citations throughout the year and made 131 arrests of impaired drivers.

The 1,788 traffic accidents in 2017 represent a 3% decrease from 2016 (1,843) with 1,332 occurring on the roadway and 456 on private property. Of these total accidents, 288 involved injuries, a drop of 17% from the year prior (349).

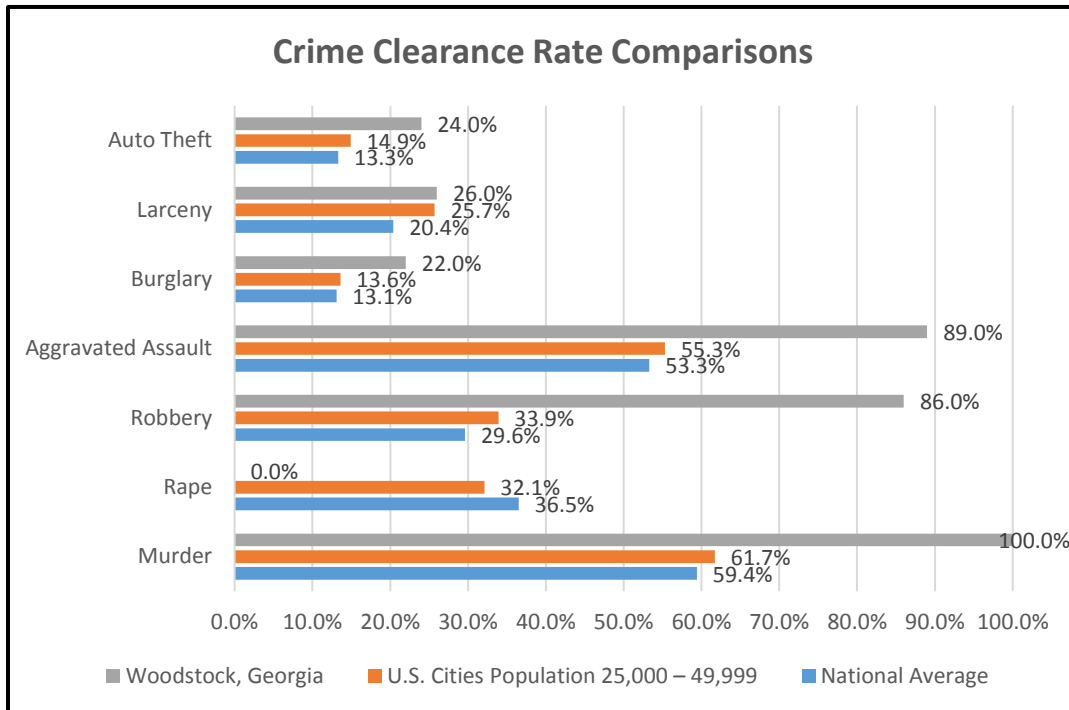


*Source: Uniform Crime Reports*

I-575 continued to account for significant activity as illustrated below. Throughout the year, Woodstock Police officers responded on I-575 a total of 2,030 times or nearly 6 times every day of the year, including to 344 accidents, 52 with injuries.



In terms of investigative effectiveness in 2017, the Woodstock Police Department did remarkably well in clearing – or solving – reported crimes. As depicted below, the department cleared a significantly higher percentage of Part I crimes than did the nation’s nearly 18,000 law enforcement agencies. In 2017, the department surpassed both the national average and the clearance rate for similarly sized cities (Pop. 25,000 – 49,999).



*Source: Uniform Crime Reports*



*Source: Uniform Crime Reports*

- **Community Outreach**

The department continued its commitment to community policing through increased bicycle and foot patrol activities throughout the year, particularly on the trails, in the downtown and retail areas of the City. During the year, officers conducted 1,491 foot patrols and 142 bicycle patrols to promote more direct citizen-officer contact. The department also conducted two (2) Citizens' Public Safety Academy sessions, bringing the total number of graduates to well over 500 since the inception of the program.

Throughout the year, the department participated in 161 community, Home Owner Association meetings and special events, including school presentations, parades, summer concerts, Friday Night Live events, the Annual National Night Out Against Crime, Cherokee County Touch-a-Truck, and events hosted by Boy Scouts of America.

In addition, the department continued its partnership with the Cherokee County Safety Town program to educate our community's youth. The program focused on and provided instruction to 125 kindergarteners in the areas of bicycle safety, dangers of touching guns, pedestrian and traffic safety, water safety, and stranger awareness.

Woodstock Explorer Post 1609 performed extremely well in Explorer competitions against posts from throughout the southeast in 2017. The group operates under the auspices of the Boy Scouts of America and is designed to focus on youth, age 14-21, who have an interest in law enforcement as a career choice. A number of current Woodstock Police officers graduated from the Law Enforcement Explorer Program.



In 2017, Woodstock Explorers participated in two major competitions in Gatlinburg, Tennessee and Austell, Georgia, competing against 145 Explorer posts from throughout the U.S. Despite strong competition, the team achieved 1<sup>st</sup> Place in handling a Felony Traffic Stop and 2<sup>nd</sup> Place in the Suspicious Person call response scenario.



The 501(c)3 non-profit Woodstock Public Safety Foundation was active during the year, raising \$89,849 through a variety of events. Funds raised are used to assist the police and fire departments in obtaining unbudgeted equipment, as well as for emergency support for officers and firefighters injured in the line of duty.

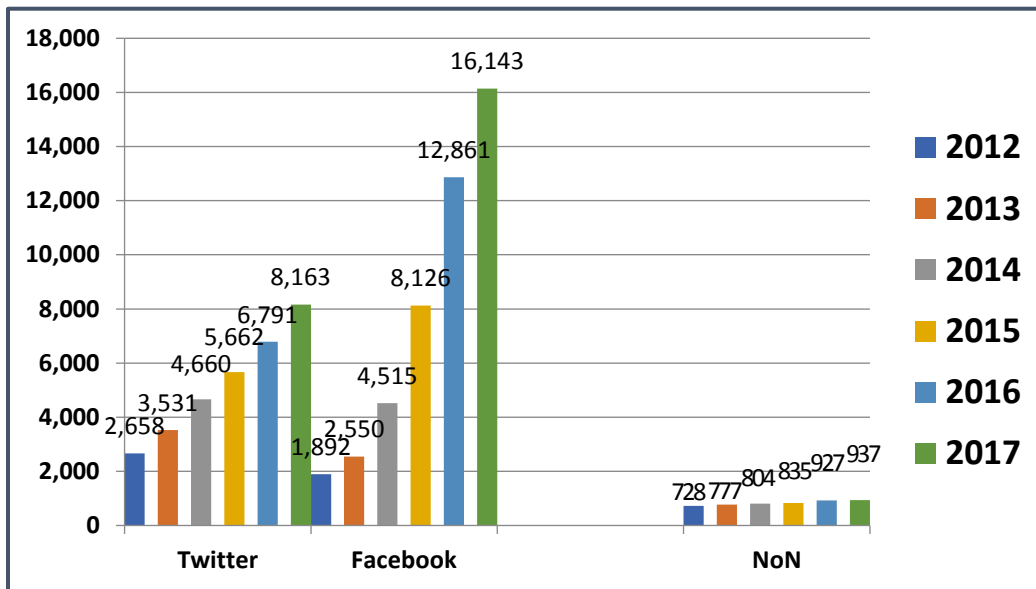


Perhaps the Foundation's signature project again helped to ensure a good Christmas for area children in need through the annual Shop with a Hero program. The initiative helps area youth and families identified by school counselors as being in need and enables the young people to literally shop for themselves or a family member with a Woodstock firefighter or police officer. In 2017, 130 children were registered in the program which is co-sponsored by the Woodstock Walmart.



The department continued to emphasize the use of social media to stay connected to the citizenry and posted information about developing events, traffic diversions, and incidents that impact citizens, business owners, and passersby. There was a significant increase in public use of WPD social media platforms. Overall, WPD's social media use in 2017 increased by 23%, reaching some 25,243 individuals. Citizens connected to WPD via Facebook increased by 25% in the past year while those following the department via Twitter and Nation of Neighbors rose by 20 and 1 percent, respectively.

## Citizens Connected to WPD via Social Media



- **Operational Enhancements**

WPD continued implementation of the Body-Worn Camera Project, designed to place a video camera on each Woodstock Police officer as they respond to calls for service. The department was selected to receive a \$60,000 grant from the Office of Justice Programs, U.S. Department of Justice under the FY 16 Body-Worn Camera Policy and Implementation Program.

The Woodstock Police Department was awarded the coveted status of being accredited by the Commission for Accreditation of Law Enforcement Agencies (CALEA) following a hearing by CALEA Commissioners. This achievement was the culmination of three years of work to ensure that the department meets or exceeds 177 model business practices, policies and procedures. The accomplishment places the department among a very small group of Georgia law enforcement agencies that are both state certified and nationally accredited.



In an effort to fill vacant positions, the department updated its recruitment strategy and expended significant effort in the recruitment and hiring arena during 2017. The *One*



*Community – Team – Family* slogan has been well received and – more importantly – has caught the attention of new potential applicants.

The recruitment plan puts department representatives in greater contact with potential applicants in a variety of ways.

Increased involvement in and recruitment at job fairs, college and high school career days, and community events allows officers to interact directly with citizens and attract potential applicants. Also, a diverse group of officers, each with former military service, travel to military job fairs and Georgia military installations for out-processing briefings with potential candidates approaching the end of their military commitment.

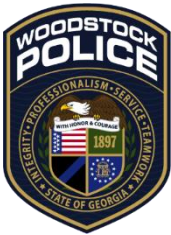


**WPD** undertook a significant rebranding effort in 2017 with new uniforms, a new logo and police shoulder patch. The department also began the transition to SUV's for



patrol cars. The new patrol vehicles will be phased in moving forward. In addition to modernizing its appearance, the intent of the uniform changes was to focus on the long-term health of officers by lightening the load of the gear they routinely carry. No additional funds were needed for the initiative which ultimately will reduce overall uniform costs for the department.

Officers routinely carry up to 30 pounds of gear and equipment, typically around their waist, placing constant stress on the lower back. Redesigning the uniform enables the officer to remove some items from the waist belt and move them to other areas of the uniform; thereby aiding long-term health and resulting in less fatigue. Once fully implemented, the redesign will remove five pounds – 20% of the average weight – from the officer's belt and reduce the amount of constant stress on the lower back.



A new shoulder patch design, created by Sergeant Randy Milligan with input from fellow employees, complimented the uniform update. The patch incorporates traditional images into a fresh design highlighting the department's four core values of integrity, professionalism, service, and teamwork. Both the updated uniform and shoulder patch were extremely well received when unveiled in October.

In addition to the updated uniform, the department adopted new vehicle markings and began the transition to the Ford Explorer Interceptor as a patrol vehicle. The all-wheel drive Explorers offer greater stability and more cabin space for needed equipment.



The new graphics package greatly focuses on both traffic safety and officer safety. It includes more reflectivity on the sides of the vehicles, reflectivity added to the push bumpers, and a focus on the rear of the vehicles by adding reflective safety striping.

The new look has been very well received upon its rollout. By incorporating the new branding and the increased reflectivity, the Woodstock Police Department will continue to stand out, have a positive and recognizable image, and lead the way in local law enforcement.

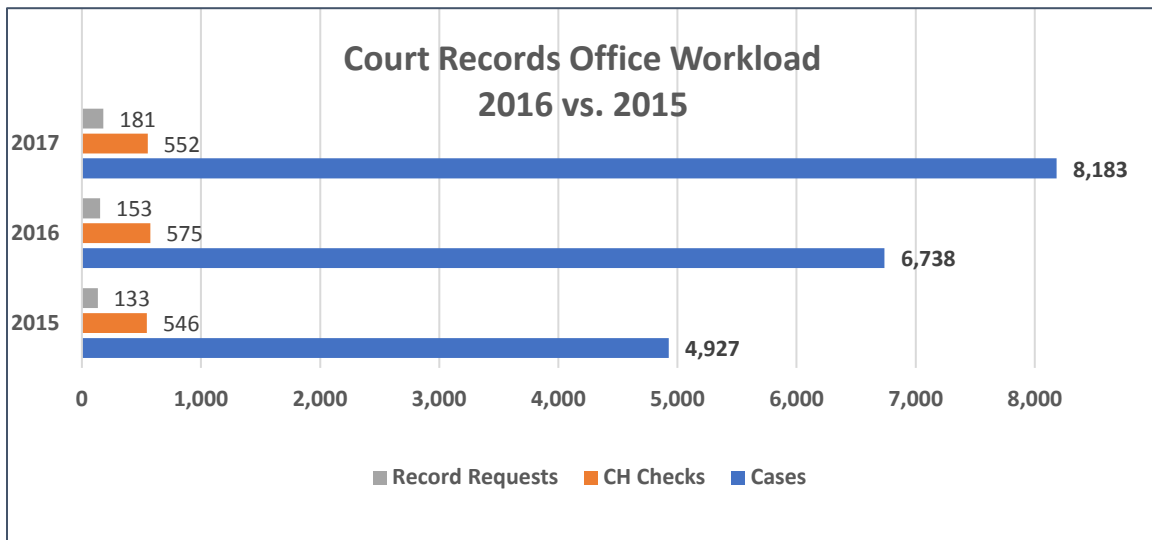
- **Improved Efficiency & Career Development**

**WPD**'s commitment to training and development continued in 2017 as the department remained involved in multi-agency training with other Cherokee County law enforcement agencies. Police employees underwent 5,491 hours of training in a variety of topics while WPD's instructors conducted 1,048 hours of instruction to WPD employees and to new recruits at the GPSTC-Cherokee facility.

Two officers became certified as instructors by the Georgia Peace Officer Standards and Training (POST) Council in 2017 while three officers attained intermediate certification and one officer achieved advanced peace officer certification. In addition, two sergeants underwent the arduous training curriculum to become certified crime scene technicians during the year.

During 2017, Chief Moss was appointed as chair of the statewide Training Committee of the Georgia Association of Chiefs of Police (GACP) for a third year and served as a member of the Boards of Directors for the Cherokee Multi-Agency Narcotics Squad, the Cherokee County Friends of Recovery Board (DUI/Drug Court), and the Woodstock Public Safety Foundation.

**M**unicipal Court held 45 court sessions involving 8,183 cases throughout the year. Court Records staff processed 552 criminal history checks and satisfied 181 public record requests throughout the year. Installation of computer equipment in the Courtroom enabled Court staff to more readily access files and necessary documents, saving time and increasing efficiency.



Source: City of Woodstock, Court Records Office

The Woodstock Police Department added Officer Nik Alleyne and K9 partner Rex to the department's canine unit in 2017. In addition to training, the teams were deployed 16 times for narcotics, 9 times for EOD calls, 11 times for tracking, and they conducted 10 K9 demonstrations during the year. As a part of the Georgia Explosives Detection Response Team, Officer Dunn and K9 partner Rosa were also called out for 3 weapons searches, as well as for numerous City events, including parades and the Woodstock Summer Concert Series.

All four Woodstock Police K9 teams are certified by the National Narcotic Detector Dog Association (NNDDA) in Perry, Georgia. Competing against 75 K9 teams, Officer Jackson and K9 partner Exo received 1<sup>st</sup> Place honors in the obedience competition.



On the grant front, the Woodstock Police Department received awards and managed more than \$80,000 in grant funding during the year. This amount includes key grants from:

GRANT	AMOUNT
1. U.S. Department of Justice Body-Worn Camera Grant	\$60,000
2. Reitzel-Cook Family Foundation Grant for WPD K9 Unit	\$15,000
3. GEMA – Homeland Security EOD K9 Sustainment Grant	\$3,000
4. Walmart grant (Shop with a Hero)	\$2,000
	\$80,000

A number of individuals were formally recognized for their outstanding public safety contributions during the year. The awards were presented at the Annual Awards Banquet on December 5, 2017. The recipients and awards include:

### **Annual Awards**

Volunteer of the Year – Mr. Gil Feldman

Civilian of the Year – Ms. Patti Behrend

Rookie of the Year – Ofc. Michael Smart

Officer of the Year – Cpl. Yvonne Letzin

Supervisor of the Year – Lt. Paul Gentile

### **DUI Award**

Ofc. Josh Collie

### **Drug Enforcement Award**

Ofc. Josh Collie

### **Recruitment Team**

Sgt. Jeremy Cochran

Sgt. Randy Milligan

Det. Matt Davis

Ofc. Coln Henry

Ofc. Keith McGaw

### **Department Commendation**

Ms. Danielle Greene

Sgt. Ron Hughes

Ofc. Ryan Bleiseth

Ofc. Greg Stepp

**Unsung Hero Award**

Cpl. Gary Cowan

**Distinguished Service Award**

Sgt. Randy Milligan

Ofc. William Vincent

**Special Recognition Award**

Mr. Kenric Huffman

Mrs. Terry Huffman

Mr. Marc Vincent

**Tessa Basford Community Service Award**

Mr. Jeff Moon

Mr. Art Ogg

Mrs. Mary Ogg

**Legacy Award**

Sheriff Roger Garrison (ret.)

# Public Works

Pat Flood, Director

## STREETS:

- Hwy 5 Improvement Project .7 miles included road widening to add turn lanes into Johnston Farm Ln and Bell Pkwy, asphalt paving, and thermoplastic striping
- Dupree Rd Project .3 miles included asphalt paving and thermoplastic striping
- Pedestrian solar flashing crosswalk added onto Towne Lake Pkwy at the Trolley Stop
- Installation of 46 ADA ramps at sidewalks added along Main St
- Traffic light added at Main St and Fowler St
- Arnold Mill Rd Sidewalk Project included widening sidewalks along the Park at City Center and the Amphitheater to 10' and a connection from Hubbard Rd to Arnold Mill Rd

## WATER & SEWER:

- Installed (2) water pressure monitoring systems into the water distribution system to notify of any major leaks for water loss prevention for a now total of (4) in operation
- Upgraded 11 sewer pump stations to remote monitoring for spill prevention
- Constructed and put in operation 5 Groundwater Production wells and their facilities in 2017

## STORMWATER:

- 110 people 350 volunteer hours at the Annual Little River Stream Clean Up with efforts yielding over 1 ton of trash and debris over a 6 mile stretch of Little River cleaned during this year's event
- Bring One For The Chipper event yielded 405 trees collected and chipped for mulch
- Street Swept 37,680 pounds of debris

## Waste Water Treatment Plant:

- Released 478,808,000 of treated wastewater back to Rubes Creek
- 3094 tons of sludge was processed out of the treated wastewater
- Purchased new Drum Screens in 2017. Installation will be completed in 2018

## Utility Billing:

- 261 additional accounts
- \$7,887,327.64 Water/Sewer Commodity Revenue (excludes Tap Fees and Misc Charges)

# Council Actions

2017

## 2017 COUNCIL ACTIONS

02/13/17	Alcohol License	Alcohol & Road Closure Request Greenprints Trailfest 2017
07/24/17	Alcohol License	Cadence BBQ and Brews
01/23/17	Alcohol License	Elm St Cultural Arts Village Alcohol License
07/10/17	Alcohol License	GFY Hospitality III, LLC
08/14/17	Alcohol License	Gudelia's Food Inc DBA Mi Favorita
06/12/17	Alcohol License	L&M Coffee LLC dba Copper Coin Coffee Alcohol License
03/13/17	Alcohol License	OK Corral de Woodstock - Cesar L. Collazo
10/23/17	Alcohol License	P2P Woodstock LLXC DBA Partners II Pizza
05/08/17	Alcohol License	Public Safety Foundation Spring Fest
05/22/17	Alcohol License	SF Markets LLC DBA Sprouts Farmers Market #523
04/10/17	Alcohol License	SK Empire LLC dba Khans Food Mart
03/13/17	Alcohol License	Taste and Sound of Woodstock
08/14/17	Alcohol License	Vintner's Entertainment Group LLC
10/09/17	Alcohol License	Vintner's Entertainment Group LLC
09/25/17	Alcohol License	Zombie Fest
08/28/17	Annexation	A#082-17 Popcorn Drive
10/09/17	Annexation	A#083-17 Trickum Road Property
11/27/17	Annexation	A#084-17 Dupree Road Property Rezoning
09/25/17	Budget 2016 Personal Property Tax Write Off for Business Closed/Sold	
06/19/17	Budget 2016 Personal Property Tax Write-Off for Businesses Ckosed/Sold	
05/15/17	Budget 2016 Personal Property Tax Write-Off for Businesses closed/sold.	
04/24/17	Budget Bad Debt Write Offs	
08/14/17	Budget Expense \$57,063.29 to add additional railing to Amphitheater by Astra	
11/13/17	Budget Major Budget Amendment 2018 PTO Payouts	

11/27/17	Budget Major Budget Amendment Additional Compensation for Employees
09/25/17	Budget Major Budget Amendment Additional Handrails at the Amphitheater
03/13/17	Budget Major Budget Amendment Administration for Logo Redesign / Rebranding
01/09/17	Budget Major Budget Amendment Chambers at City Center sound System Upgrade
05/08/17	Budget Major Budget Amendment Codification of Land Development Code Expenses
01/23/17	Budget Major Budget Amendment Com Dev new position for part-time Development Services Specialist position
06/12/17	Budget Major Budget Amendment Court OT
12/11/17	Budget Major Budget Amendment Firefighter Cancer Policy
06/19/17	Budget Major Budget Amendment for FY 2017 for Funds 207, 210, 250, 311, 414 & 555
10/23/17	Budget Major Budget Amendment FY 2017 Fiscal Year End Budget Amendment for All Funds
09/25/17	Budget Major Budget Amendment FY 2017 Fiscal Year End Budget Amendments for All Funds
01/23/17	Budget Major Budget Amendment GDOT TE South Main Streetscape Project
01/09/17	Budget Major Budget Amendment General Services Target Care Program
02/27/17	Budget Major Budget Amendment Groundwater Production Facilities Construction
03/13/17	Budget Major Budget Amendment IT for Annex Door/Camera System Replacement
06/12/17	Budget Major Budget Amendment Municipal Court Judge
06/19/17	Budget Major Budget Amendment Municipal Court Surcharges
09/25/17	Budget Major Budget Amendment New Part Time Position DDA
01/23/17	Budget Major Budget Amendment Parks and Rec Special Event 2017-70
11/27/17	Budget Major Budget Amendment Police Department - Silverado 1500 4 WD Crew Cab

